

WEB DEPENDENT CONSUMER FINANCING AND  
VIRTUAL RESELLING METHOD

ABSTRACT

5 A Virtual Reseller Credit Program implemented, at least in part, over a electronic communication media that includes an employed customer seeking to finance the purchase of a product, an employer, a lender, and a credit-risk reducer that may be credit insurance or a recourse reserve fund. The lender's decision to fund the employed customer may be based, at least in part, on the employed customer's employment (and the  
10 employer's agreement to use automatic payroll deductions) and/or the presence of the credit-risk reducer. In one preferred embodiment of the invention, a virtual reseller is used to order and deliver, sometimes using third parties, the product on behalf of the employed customer. The virtual reseller may also monitor repayment of the credit and automatically detect late payments.

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